

CLAIMS

What is claimed:

1. An expandable container comprising at least two walls pivotably
5 coupled along at least two junctures so as to lie generally flat in a collapsed position,
at least one flap pivotably coupled to at least one of the walls, a pull cord coupled to
the flap to extend from the container when the container is in the collapsed position
such that pulling only the cord in a single direction pivotably moves the flap relative
to the walls thereby expanding the walls apart from one another from the collapsed
10 position to an expanded position and positioning the flap to define substantially the
entirety of a bottom of the expanded container.
2. The container of claim 1 wherein the cord includes one or more free
ends each extending from the container when the container is in the collapsed
15 position such that pulling each said free end in a same direction pivotably moves the
flap relative to the walls thereby expanding the walls apart from one another from the
collapsed position to an expanded position and positioning the flap to define
substantially the entirety of a bottom of the expanded container.
- 20 3. The container of claim 1 wherein the container includes only one
pivotable flap which defines substantially the entirety of the bottom of the expanded
container.
- 25 4. The container of claim 1 wherein the container further comprises a
second flap including first and second portions, the first and second portions being
folded about one another along a fold line when the container is in the collapsed
positioned, the first and second portions being unfolded to define a second bottom of
the container when the container is in the expanded container.

5. The container of claim 4 further comprising a lid pivotably coupled to at least one of the walls for pivotable movement between at least an open position in which the lid exposes an opening defined by the expanded container and a closed position in which the lid closes the opening, the cord being adapted to be disposed
5 over the lid and be removably engageable to the container to retain the lid in the closed position.

6. The container of claim 1 wherein expansion of the container to an expanded position creates an interference fit between the flap and at least one
10 juncture between two adjacent walls, the interference fit frictionally maintaining the container in the expanded position.

7. The container of claim 1 wherein the container includes at least one surface defining one or more indicia.

8. The container of claim 7 wherein the one or more indicia comprises an advertisement.

9. An expandable container comprising at least two walls pivotably coupled along at least two junctures so as to lie generally flat in a collapsed position, a first flap pivotably coupled to at least one of the walls, a second flap pivotably coupled to at least one of the walls, the second flap including first and second portions folded about one another along a fold line when the container is in the collapsed positioned, a pull cord coupled to at least one of the flaps to extend from the container when the container is in the collapsed position such that pulling the cord pivotably moves the first and second flaps relative to the walls thereby expanding the walls apart from one another from the collapsed position to an expanded position, positioning the first flap to define a first bottom of the expanded container, and unfolding the first and second portions of the second flap such that the second flap defines a second bottom of the expanded container.

10. The container of claim 9 wherein the cord includes one or more free ends each extending from the container when the container is in the collapsed position such that pulling each said free end of the cord in a same direction pivotably moves the first and second flaps relative to the walls thereby expanding the walls apart from one another from the collapsed position to an expanded position, positioning the first flap to define a first bottom of the expanded container, and unfolding the first and second portions of the second flap such that the second flap defines a second bottom of the expanded container.

11. The container of claim 9 further comprising a lid pivotably coupled to at least one of the walls for pivotable movement between at least an open position in which the lid exposes an opening defined by the expanded container and a closed position in which the lid closes the opening, the cord being adapted to be disposed over the lid and be removably engageable to the container to retain the lid in the closed position.

12. The container of claim 9 wherein expansion of the container to an expanded position creates an interference fit between at least one juncture between two adjacent walls and at least one of the first and second flaps, the interference fit frictionally maintaining the container in the expanded position.

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13. The container of claim 9 wherein the container includes at least one surface defining one or more indicia.

14. The container of claim 13 wherein the one or more indicia comprises
10 an advertisement.

15. A method of expanding an expandable container having at least two panels pivotably coupled along at least two junctures so as to lie generally flat in a collapsed position, at least one flap pivotably coupled to at least one of the panels, and a pull cord coupled to the flap to extend from the container when the container is
5 in the collapsed position, the method comprising pulling only the pull cord in a single direction to pivotably move the flap relative to the panels to expand the panels apart from one another from a collapsed position to an expanded position.

16. The method of claim 15 wherein the pulling comprises pulling each
10 free end of the cord extending from the container in the collapsed position in a same direction.

17. The method of claim 15 wherein the pulling comprises a user pulling
15 the cord with one hand while holding the container with another hand.

18. The method of claim 15 wherein the container includes only one pivotable flap, and wherein the pulling positions the flap to define substantially the entirety of a wall of the expanded container.

20 19. The method of claim 15 wherein the pulling positions the flap to define substantially the entirety of a wall of the expanded container and unfolds first and second portions of a second flap such that the second flap defines substantially the entirety of a second wall of the expanded container, the first and second portions being folded about another along a fold line when the container is in the collapsed
25 position.

20. The method of clam 19 further comprising moving a lid pivotably coupled to at least one of the panels from an open position in which the lid exposes an opening defined by the expanded container to a closed position in which the lid

closes the opening, positioning the cord over the lid, and removably engaging the cord with the container to retain the lid in the closed position.

21. The method of claim 15 wherein the pulling creates an interference fit
5 between the flap and at least one juncture between two adjacent walls of the container to frictionally maintain the container in the expanded position.

22. The method of claim 15 further comprising distributing a kit for assembling the container.

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23. The method of claim 15 further comprising advertising a source of goods or services by distributing the container having at least one surface defining an advertisement.

24. A method of advertising comprising distributing an expandable container including at least one surface defining an advertisement, at least two panels pivotably coupled along at least two junctures so as to lie generally flat in a collapsed position, at least one flap pivotably coupled to at least one of the panels,
5 and a pull cord coupled to the flap to extend from the container when the container is in the collapsed position such that pulling the cord pivotably moves the flap relative to the panels thereby expanding the panels apart from one another from the collapsed position to an expanded position.

10 25. The method of claim 24 further comprising pulling the cord to expand the container to display the advertisement.

26. The method of claim 25 wherein the pulling comprises pulling only the cord in a single direction.

15 27. The method of claim 26 wherein the pulling comprising pulling each free end of the cord extending from the container in the collapsed position in a same direction.

20 28. The method of claim 26 wherein the pulling comprises a user pulling the cord with one hand while holding the container with another hand.

29. The method of claim 25 wherein the container includes only one pivotable flap, and wherein the pulling positions the flap to define substantially the
25 entirety of a wall of the expanded container.

30. The method of claim 25 wherein the pulling positions the flap to define substantially the entirety of a wall of the expanded container and unfolds first and second portions of a second flap such that the defines substantially the entirety of a

second wall of the expanded container, the first and second portions being folded about another along a fold line when the container is in the collapsed position.

31. The method of claim 25 further comprising moving a lid pivotably coupled to at least one of the panels from an open position in which the lid exposes an opening defined by the expanded container to a closed position in which the lid closes the opening, positioning the cord over the lid, and removably engaging the cord with the container to retain the lid in the closed position.

32. The method of claim 24 further comprising positioning an article within the container such that the article is within the container in the collapsed position and accessible to a user when the container is in the expanded position.

33. The method of claim 24 wherein the distributing comprising providing the container to a source of goods and services or another party for further distribution to existing or potential customers of the goods or services.

34. The method of claim 24 wherein the distributing comprises distributing a kit for assembling the container.